

[1960]

# BOOK YOUR FALL Booking List

## GERANIUM ORDER NOW!

*We invite our customers  
To BOOK FIRST!...*



OVER 1,000,000 STOCK PLANTS.

OVER 100 ACRES—

24 acres added again this year.

SHIPPING CAPACITY INCREASED 50%.

GERANIUMS ARE OUR ONLY CROP—

We are Wholesale Only.

CALIFORNIA'S OLDEST AND LARGEST  
GERANIUM FARMS.



The quantity we ship means that more growers find our stock to be of top quality, the supply to be relatively good, and our shipping service to be the best. And, ordering from us to be a good profitable venture.

Only many satisfied customers can make possible a geranium crop of over 100 acres!

## *Southern California Geranium Gardens*

P. O. BOX 109

NEwmark 1-5538

GARDENA, CALIFORNIA

## *Book Now*

Early booking does NOT place you under obligation. You may later revise your order, or cancel if necessary. Early booking helps us to plan our season and does much to insure ample supply for you at shipping time. It reserves the dates you want your orders shipped. And, if bad weather, either here or across the country, prevents shipping your rotation order is protected.

### We Try To Be "On The Ball"

Our industry is under constant revision. Cultural improvements have been many and trials go on constantly. Varieties are changing for the better all the time. And, few realize the many changes that are constantly being made in airline schedules. This was especially true this year when the jets proved so efficient that many flights were discontinued. This year we will experience the advent of the jet-freighters. We make every effort to keep up on all factors of our complex business. To do this we have and are proud of the finest, most experienced, and best paid organization in the industry.

### More Efficiency

This season rooted cuttings will be an entirely separate department in a separate work room. Neither rooted nor unrooted orders will be dependent on, or conflicting with, the other. Our rooted cutting capacity of 2,000,000 per batch is ample, and improvements in equipment will aid considerably in faster rooting, thus giving a finished product with more nutrient reserves.

### Ample Stock

The supply of stock (with 24 added acres) is very large. Examples are our 78,000 Irene stock plants—more than the entire plantings of some growers—over 50,000 Dark Red Irene, 50,000 Fiat Enchantress, and 50,000 Improved Ricard. It appears that no variety will be in limited supply.

### Wholesale Growers

We supply some or all of the stock grown by most large wholesale growers. If you are a wholesaler supplying 2 1/4-inch-pot stock, please send your estimated needs. Both stock and shipping time will be reserved to accommodate your business as you wish to draw stock. We cooperate with all wholesale growers who publish catalogs or lists.

### Catalog

Order from your copy of our 1960-61 catalog. If you have loaned or lost your copy, we will be glad to send another. It is expected that prices will remain the same this season. In the event that a proposed gigantic water-rate increase goes into effect, orders booked at current prices will be supplied without price change.

### Thank You

We appreciate your orders. And, while we are the largest geranium field growers, with enough farms (9) and ample stock to give your order protection, we are, nevertheless a wholesale-only concern with limited customers. We know many customers personally and the rest by phone or letter. Even the girls in the packing sheds and the men in the fields know the preferences of many customers. Ours is strictly a family and personalized grower-to-grower business.

## TRENDS OF THE BUSINESS

Each year the home gardeners show a greater preference for the hardy, heat-resistant, everblooming varieties of zonal geraniums. The greenhouse grower has an obligation to himself and his customers to supply such varieties to his trade because it is the rugged, dependable, constant-flowering geraniums that are building the confidence of the public and that make the home gardener willing to pay pot-plant prices for a plant he feels will be satisfactory, rather than buy cheap bedding plants.

At present there are the hardy, early blooming stand-bys the trade depends upon. In addition, the "Irene family" with its several beautiful varieties is now the best answer to what the public wants. They will always be in bloom at sales time, and long before. They will not burn out during the heat of summer or drown and rot during wet springs and summers. Nor, do they go out of bloom during cool fall weather, but will bloom their heads off until killing frost.

Many growers rightly drop varieties they have trouble with. If, with all his experience, the grower has trouble with a variety, what can the home gardener expect?

Hybridizers are working for hardier varieties just as much as they work for more show. Actually, just what constitutes a "hardy" variety will vary to some extent because rain is no consideration in Arizona, nor is heat a consideration along the coastal slopes of the Pacific Northwest, or spidermite in some areas of the Great Lakes. However, we can definitely say that the "Irene family" (Irene, Dark Red Irene, La Jolla, Penny, Salmon Irene, Springtime, Genie, and now Rose Irene) is a universally accepted group.

### Rooted? Callused? Unrooted?

A constant query is, "Should I use rooted, callused, or unrooted cuttings?" Smaller growers have always depended upon rooted cuttings. During the last several years the larger growers have made marked changes in their ordering. Of course, there have always been quite a number of very large growers who ordered nothing but rooted cuttings. However, upon reviewing the orders of many larger growers it is readily noticed that many have changed from unrooted to callused, and later to rooted cuttings. Others, especially during the last couple of years, have changed from unrooted directly to rooted cuttings. This is general enough to be a true "Trend of the Business."

Rooted cuttings eliminate many preparational steps, labor, space, and the need for a special, well aerated rooting area that is different from most greenhouse crops. Geraniums must be rooted under conditions that permit cool, free air. "Humid" conditions mean losses. Rooted cuttings shipped by us are much more critically sorted than would be those rooted by the grower, so there are no culs to be potted or discarded. In the case of virus-prone varieties questionable cuttings can again be sorted out before shipment. Rooted cuttings ship very well and can be potted into 3- or 4-inch pots.

Callused cuttings are an intermediate step. They are potted into 2 1/2- or 3-inch pots, but they should not be potted into 4-inch pots unless the grower is very well experienced and equipped. Callused ship as well or better than unrooted; and if the grower is in an area with good shipping connections from California, he often finds that callused cuttings

"take-off" better than rooted. Like rooted cuttings, they save all preparational problems.

Unrooted cuttings have a lower first-cost. And, if the grower has the time, or has employees he wishes to keep busy during the season he will receive the cuttings, then unrooted cuttings pay.

Unrooted cuttings usually are rooted in sand before potting. While potting, many growers will sort their rooted cuttings into advanced and not-so-well advanced roots. If sorted, this will give two batches that will continue to be almost identical all through the small-pot stage of their growth.

Some growers, including almost all large wholesalers, root directly in 2½- or 2½-inch pots. This is advantageous for the well equipped range with full-time propagators and good sterilizing equipment. Usually sand rooting is better for the non-specialist who should also avoid the hydroponic growing necessary with California cuttings in 2½-inch pots.

## VARIETY CHANGES

Again last season very noticeable changes took place in variety popularity. The leading varieties and their positions were as follows. Some comments on probable changes this season are below the list.

Sales Order	Name	Color	Popularity Ratio
1	Irene	Red	36 **
2	Improved Ricard	Light Red	20 *
3	Dark Red Irene	Dark red	18 **
4	Fiat Enchantress	Appleblossom	15
5	Penny	Neon-pink	10 **
6	Red Landry	Light red	9 *
7	Olympic Red	Red	8
8	Springtime	Light sal.-pink	7 **
9	Better Times	Crimson-red	6
10	Fiat (Pink Fiat)	Bright salmon	6
11	Radio Red	Bright red	5
12	Pink Cloud	Light pink	5 *
13	Snowball	White	4
14	Palmiers Salmon Supreme	Light salmon	4
15	Mme. Landry	Salmon	4 *
16	Beaute Poitevine	Medium salmon	3 *
17	Salmon Irene	Medium salmon	3 **
18	Mme. Buchner	White	3
19	Genie	Rose-pink	3 **
20	Mme. Jaulin	Appleblossom	3 *
21	Magnificent	Appleblossom	3
22	Elizabeth Bode	Rich salmon	3 *
23	Orange Ricard	Orange	3 *
24	Red Barney	Dark red	2
25	Madonna	White	2

\*\*Irene varieties. \*Also rugged.

Notice that of the first eight varieties half are "Irenes," and only two of the first eight cannot be considered to be rugged varieties. The first eight or ten are very heavy leaders because they are universally grown, while other varieties tend to be more local favorites. The "2s" and "3s" appear to be minor popular varieties because of the terrific popularity of the first few. However, there are at least 75 more varieties that would be in the ratio of the "1s" and "2s" that are well known commercial varieties.

Pink Cloud, although it cannot be used in some areas because of petal streaking, moved from 25th place to 12th

place last season. This proves the variety is generally sound and will remain a leader for some time.

Penny moved into fifth place. It is the first time any color except red has been in the first seven positions, with the exception of Fiat Enchantress (always among the first four).

1960-61 bookings indicate that Dark Red Irene, Springtime, and Genie will all move up considerably. La Jolla is the answer for growers who want a Ruby King color but need a stiffer flower stem and more compact plant.

Better Times suffered lost popularity with the swing to Irene, but field growers were short of Better Times last season when many greenhouse growers wanted to again add Better Times to their crop list. This season we have 26,000 Better Times stock plants and will be able to supply all orders.

Conquistador, the clear dark red sport of Better Times has had surprising success for a new variety. This year we have large plantings of a new and selected strain of Conquistador which probably will make this brilliant dark red variety more popular, than Better Times. Note: Like most dark reds, Conquistador flowers will burn during hot arid weather.

Salmon Irene is the one "Irene" which has not been able to capture its color market. Palmier's Salmon Supreme is still the leading light salmon. Fiat, which outsells all other salmons, is not generally compared with the "salmon" group and is more or less a color unto itself. But, notice that while there is no outstanding leader among the salmons, the 14th, 15th, 17th, and 22nd most popular geraniums are all salmons. And, if the list were continued, Picardy would be shown as the 27th.

## Again, A Complete Sell-Out

In spite of very bad spring weather in some areas which caused a late season, we have heard of no oversupply in any area. The reports have all been of shortages; as many as 40,000 after sales of 250,000 4-inch pot geraniums and a number of other comparable figures. Such desirable sell-outs will continue to be common as long as the growers supply the public with confidence-building plants.

### ROSE IRENE

(Bode 1960)

One of the many sports we have had on 'Irene.' (In almost all cases Irene sports to Genie.) Rose Irene is a richer rose-pink than Genie, about the same as Pink Giant and Pink Phenomenal while Genie is about the same as the less popular California Giant and Jean Viaud. Rose Irene has a small white eye typical to all Rose-pink zonals.

The plant is excellent and at least equal with Irene. It carries its flowers well above the plant.

Rose Irene was sent out on trial last season and only good reports have been received. It should be much more popular than Genie because of its brighter color. However, if two rose-pinks are to be grown there is enough difference to grow both Rose Irene and Genie.

We have ample stock plants for all commercial orders.

Rose Irene: Price Group 2.

## PELARGONIUMS

There is a constant increase in demand for the beautiful Pelargoniums (Lady Washingtons, Regal or Show Geraniums). New everbloomers are creating a larger demand for the garden. The florists' pot-plant growers can produce a more beautiful, larger plant with showier flowers than Azaleas and at a much better profit. The demand by florists for pot-plant Pelargoniums during the spring holidays is always much larger than the supply. Mary Bard, Mackensen, Melissa, Conspicuous, Mary Elizabeth, and a number of others can always be bloomed for Easter. The old problem of shattering is overcome mainly by growing the better varieties and by not growing in a house that is too hot. Pelargoniums grow and bloom best in a house with 40-45° nights and 55° days.

The leading florists' varieties are:

- |                   |                       |
|-------------------|-----------------------|
| 1 Grand Slam      | 9 Melissa             |
| 2 Grandma Mischer | 10 Marie Rober        |
| 3 Springsong      | 11 Azalea             |
| 4 Mackensen       | 12 Our Frances        |
| 5 Mary Bard       | 13 N. C. Faiss        |
| 6 Conspicuous     | 14 Pink Gardeners Joy |
| 7 Waltztime       | 15 Marie Vogel        |
| 8 Ray Kellog      |                       |

In the garden varieties Holiday, El Encanto, Happy Days, Joy, Caprice, and many others are added to the above leading florists' varieties. Of course many new and "different" varieties are high on the list of favorites. Greenhouses featuring Pelargoniums for the gardens usually raise 30 to 50 varieties because every variety is much different from another. There is something that pleases everyone.

The May Pelargoniums are very popular. King Midas, Dubonnet, Chorus Girl, and Mood Indigo are solid trade varieties already. Pink Chiffon will be the best "May" variety when better known. Schmidt's Gibson Girl, Harvest Moon, and Amour are splendid. Our White Sails, with its large flowers, is very popular.

## TWO NEW "MAY" PELARGONIUMS

ROULETTE (May 1960) (5-6 VE) Pure white with long narrow blotches on all petals similar to Gardener's Joy and Victoria Regina. The demarcation of color between the pure white and the plum colored blotches is very sharp, making a colorful but very "clean" flower. The plant is compact, not tall; and the foliage is medium sized and soft textured. Roulette should be excellent either as a pot plant or in the garden. Roulette was a blue ribbon winner in the "New Seedling" class at the 1958 International Geranium Society Show.

BLACK TOP (May 1960) (5-6 VE) An open-faced flower with red-black upper petals and bright dark red lower petals. Coloring is similar to Conspicuous but possibly even more conspicuous. The plant is good.

Roulette and Black Top : Price Group 3.

## IVY-LEAVED GERANIUMS

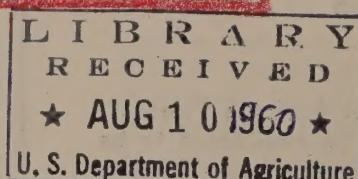
For many years we have known that Ivy-geraniums would become very popular as a greenhouse product. They are fine indoor window plants for the sunniest locations. Outdoors they are excellent low bedders, fine pot plants, superb in windowboxes and such uses. They are the leading hanging basket plant by a very wide margin.

Fifteen years ago very few varieties were offered by the wholesale growers. We have collected all the known varieties, introduced new varieties of our own and of hybridizers, and built up stock of Wm. E. Schmidt's fine florist varieties. We now offer over 60 varieties and grow six to seven acres of Ivy-geraniums. With a good supply available, greenhouse growers are producing hundreds of thousands of Ivy-geraniums and finding a ready market for every one grown. Unrooted cuttings are available to growers with excellent shipping connections, but we recommend and guarantee only rooted cuttings.

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**Southern California Geranium Gardens**

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Fall [1960]



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